

# APPARATUS AND METHOD FOR DELIVERING INFORMATION OVER A NETWORK

## ABSTRACT OF THE DISCLOSURE

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A method of generating directed content is provided. In the method, a set of lists are received. Each list in the set of lists is associated with a respective web service and each list includes searches submitted to the associated web service. The set of lists are distilled into a frequency database. The frequency database stores search frequency information indicating, for respective searches, a frequency with respect to each of one or more of the plurality of web services. A query is obtained, and the query is used to perform a search for matches between the query and a search in the database. Matches having highest associated frequency are selected. Each selected match indicates a respective selected web service of the web services. Directed content is displayed based on one or more of the selected web services.

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